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8. PROPOSED CHAPTER OUTLINE

The research work will be presented in the conventional form as laid down by the university with separate pages for the following - cover sheet, title, acknowledgements, abstract, contents, list of tables andfigures.

Chapter 1: The first chapter of the research shall be introductory in nature which will introduce the areas under research, the reasons for choosing the particular area of research.

Chapter 2: The second chapter will be based on detailed review of literature relating to branding through social media marketing and its impact on higher educational institutions in global as well as Indian context.

Chapter 3: The third chapter would highlight proposed methodology which would cover the area of study research design, sample, tool for data collection and tool for data analysis.

Chapter 4: The fourth chapter will cover result relating to the data analysis and discussion in light of the findings of other researchers in the related area.

Chapter 5: The fifth chapter will conclude the study as per the objective of the study, besides this it will provide recommendation / suggestion along with implementation of the study.

Chapter 6: Detailed bibliography, references, annexure will form the last chapter of the research.

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